

SOAP 2021 Annual Meeting

Building & Moving
Bridges & Forward

A Virtual Event

Corporate
Virtual Support
Opportunities

May 13-16, 2021

#SOAPAM2021



SOAP 
Society for Obstetric
Anesthesia and Perinatology

SOCIETY & MEETING OVERVIEW

ABOUT SOAP

The Society for Obstetric Anesthesia and Perinatology (SOAP) was founded in 1968 to provide a forum for discussion of problems unique to the peripartum period. With a global community of more than 1,000 members, SOAP is comprised of anesthesiologists, obstetricians, pediatricians, and basic scientists who share an interest in the care of the pregnant patient and the newborn.

The mission of the Society is to improve the pregnancy-related outcomes of women and neonates through the support of obstetric anesthesiology research, the provision of education to its members, other providers and pregnant women, and the promotion of excellence in clinical anesthetic care.

SOAP ANNUAL MEETING

The SOAP Annual Meeting is recognized for its dynamic program, quality research presentations, and information on the latest advances in the practice of obstetric anesthesia. The information presented, and collaborative environment provided, enhances attendees' ability to care for patients and develop their practices. The CME approved educational program attracts thought leaders in obstetric anesthesia.

The 2021 Annual Meeting, a virtual event, is intended for anesthesiologists, obstetricians, neonatologists, obstetric medicine specialists, maternal-fetal medicine specialists, residents, fellows, medical students, Certified Registered Nurse Anesthetists (CRNA) and Certified Anesthesiologist Assistants (CAA). The Society supports attendance by associate members in the educational sessions of the Annual Meeting.

SOAP 2021 ANNUAL MEETING – VIRTUAL CONFERENCE

MAY 13-16, 2021

ANTICIPATED ATTENDANCE

500

Our 2020 Virtual Annual Meeting series drew 500+ attendees, and we expect this year's event to be just as popular!

TARGET AUDIENCE

Anesthesiologists, obstetricians, neonatologists, obstetric medicine specialists, maternal-fetal medicine specialists, residents, fellows, medical students, Certified Registered Nurse Anesthetists (CRNA) and Certified Anesthesiologist Assistants (CAA)

DESCRIPTION

The 2021 Annual Meeting will take place virtually May 13-16, 2021. The 2021 meeting will offer opportunities we have never been able to make possible before and our sponsor packages include additional lasting, year-round engagement. Extend your presence at the SOAP Annual Meeting by becoming a highly visible sponsor.

The following opportunities will help you to maximize engagement with attendees, access key member audiences, and increase your brand awareness.

[Become a SOAP 2021 Annual Meeting Supporter](#)

To learn more about these and other opportunities, please contact Delphine Tanner at sponsors@soap.org

ABOUT 2021 SOAP ANNUAL MEETING

Dear Corporate Colleague:

JOIN US AT THE 53rd SOAP ANNUAL MEETING!

First and foremost, all of us at SOAP hope you and your family are doing as well as possible during the COVID-19 medical crisis. Regardless of the current demands and challenges the pandemic is placing on our specialty, the global obstetric anesthesiology community remains steadfast in its commitment to provide the highest level of care to women and neonates

With this in mind, the SOAP Board of Directors made the decision to move the 2021 Annual Meeting to an immersive and interactive virtual meeting. This year's theme is "Management of Challenges and Controversies on the Labor & Delivery Unit" and it could not be more timely.

We understand that many of you, our partner companies, have experienced disruption to your businesses and budgets. However, the need to educate our members on the latest products, services, technologies, and resources has not changed. The academic, private practice, urban and community providers of obstetric anesthesia nationally and internationally all continue to look to SOAP as the most recognized and highly sought-after source for information critical to obstetric anesthesia. That is **why you need to participate** in the 2021 SOAP Annual Meeting more than ever.

SOAP attendees are frequently the leaders at their institutions for obstetric anesthesia. Those providing obstetric anesthesia in the community look to SOAP and SOAP leaders for what's current, trending and becoming standard of care. Being a corporate sponsor at SOAP gives you great leverage for your investment. You will be with the leaders and influencers within your market.

SOAP has invested in a new versatile and robust online platform for the meeting that will include virtual booth spaces, video product demonstrations, live chat features, networking lounges, and analytics available to supporters and exhibitors. One important aspect is that while our meeting will be live and online from May 13-16, the platform and recorded content will remain live for 30 days to allow you to maximize your exposure. The ongoing access to content extends your reach beyond Annual Meeting and provides lasting awareness with Society members worldwide.

We understand that this new format will be different than past meetings, and SOAP will provide regular updates in the weeks leading up to the meeting to keep you informed of all the exciting features and answer any of your questions. Of course, we miss the opportunity to engage with you in person, SOAP members recognize the continued value of interacting with our partner companies in a virtual setting.

I encourage you to join us as a supporter of the 2021 SOAP Annual Meeting, the leading event for obstetric anesthesiology. Thank you for your consideration and for all you do to keep the obstetric anesthesiology specialty strong and robust. Your support means the world to SOAP members and our patients.

Mark Zakowski, MD
Chair, Industry Sponsors Subcommittee
Society for Obstetric Anesthesia and Perinatology



Become a SOAP 2021 Annual Meeting Supporter

To learn more about these and other opportunities, please contact Delphine Tanner at sponsors@soap.org



Levels of Support

The 2021 SOAP Annual Meeting, a virtual event for our global community, will continue to recognize the multiple levels of support that your company has come to expect from prior SOAP meetings. This level of support will include your purchase of an interactive digital environment.

SPONSORSHIP BENEFITS

	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
SPONSORSHIPS AVAILABLE	2	4	6	8
YEAR-ROUND SPONSORSHIP VISIBILITY				
Virtual focus group meeting	1			
SOAP promotion of sponsor-hosted webinar	1	1		
On-demand digital webinar(s) in SOAP digital library	3	2	1	
Email distribution to SOAP membership list	2	1	1	
Twitter posts (per year)	4	3	2	1
Facebook shares (per year)	4	3	2	1
ANNUAL MEETING SPONSORSHIP				
Engage with SOAP community <i>The latest and greatest in the industry!</i>	60-minute workshop	15-minute innovation showcase		
Full meeting registrations	5	4	3	2
Virtual sponsor profile “booth”	Large	Medium	Medium	Small
Logo on SOAP website and virtual platform with link to company website	•	•	•	•
Welcome message (appears as the meeting begins for all attendees to view)	•	•		
Recognition on all meeting promotional materials with logo and link to company website	•	•		
Digital program advertisement	Full Page	Half Page	Quarter Page	
Pre-registered list of all meeting attendees	•	•	•	•
Final meeting attendee list	•	•	•	•

Become a SOAP 2021 Annual Meeting Supporter

To learn more about these and other opportunities, please contact Delphine Tanner at sponsors@soap.org

Increase Your Exposure

Additional opportunities are available to engage with attendees through specific virtual activities.
Note these are additions to the sponsor levels and not available a la carte.

HOST A SESSION (NON-CME)

WELCOME CAFFEINE BOOST!

\$1,000 (Exclusive)

Help kickoff the meeting with an energy boost on Thursday, May 13th.

Provide a coffee voucher to all attendees in advance for a 5-minute energy boost activity while promoting your company logo and product

**coffee voucher not included*

VIRTUAL BREAKFAST SPONSOR

\$5,000 (4 available)

45-minute presentation, Saturday or Sunday

Company logo recognition on the SOAP Annual Meeting website and marketing materials.

Logo recognition during the breakfast session

Three complimentary meeting registrations

LEARN AT LUNCH SPONSOR

\$5,000 (2 available)

30-minute presentation

Company logo recognition on the SOAP annual meeting website and marketing materials.

Logo recognition during the virtual lunch session

Three complimentary meeting registrations

FELLOWS RECEPTION SPONSOR

\$5,000 - (Exclusive)

Fellows Reception on Saturday, May 15, 2021 is a unique opportunity to build relationships with the rising stars in obstetric anesthesiology.

10-minute presentation

Company logo recognition on the SOAP annual meeting website and marketing materials.

Logo recognition during the reception

Four complimentary meeting registrations

ONLINE COOKING CLASS - HOW TO BUILD A CHARCUTERIE BOARD

\$10,000 (Exclusive)

Learn how to build a gourmet charcuterie board during this live and interactive BYOI (Bring Your Own Ingredients) event Saturday, May 15, 2021.

5-minute welcome presentation

Company logo recognition on the SOAP annual meeting website and marketing materials.

Logo recognition during the reception

Four complimentary meeting registrations

CLOSING COCKTAIL HOUR

\$8,000 (Exclusive)

SOAP members gather on Sunday, May 16, 2021 afternoon for an interactive cocktail class hour. Choose a signature cocktail or mocktail and share the recipe with the attendees. OR purchase kits and send to attendees in advance for the event. **Cocktail kits not included*

5-minute introduction

Company logo recognition on the SOAP annual meeting website and marketing materials.

Logo recognition during the cocktail hour

Four complimentary meeting registrations

Become a SOAP 2021 Annual Meeting Supporter

To learn more about these and other opportunities, please contact Delphine Tanner at sponsors@soap.org

Increase Your Exposure

Additional opportunities are available to engage with attendees through specific virtual activities.
Note these are additions to the sponsor levels and not available a la carte.

AMPLIFY YOUR PRESENCE

CUSTOM E-BLAST

\$1,500 (6 available)

SOAP will send one custom message to all SOAP members, scheduled in the immediate six weeks before the meeting.

REGISTRATION CONFIRMATION

\$3,000 (Exclusive)

Reach ALL attendees before the meeting begins! Company logo or banner and link will be placed in the welcome registration email to all attendees.

ROTATING BANNER AD

\$5,000 (4 available)

Place a custom ad on the homepage of the virtual event platform. Seen by all attendees who access the platform, this branded ad will rotate with eligible sponsors throughout the duration of the event and be visible on every tab.

NEW! DIGITAL RETARGETING

(Limited opportunities)

SOAP is offering a unique and effective new marketing opportunity for sponsors. This digital retargeting opportunity works by keeping track of people who visit SOAP websites. Sponsors will receive a set of ads which will target our digital audiences wherever they go online. For more information contact sponsors@soap.org

ELEVATE THE EXPERIENCE

LEARNING & NETWORKING LOUNGE

\$2,000

Engage with your target audiences through a virtual lounge/chat room.

Sponsor logo/banner posted in chat room

Sponsor can lead discussion with SOAP approval within the chat room

Sponsor logo showcased in email communications and online.

1 full registration to SOAP Annual Meeting

BRANDING REIMAGINED!

\$2,500

A virtual promotional item provides access to the attendees before, during and after the meeting. Examples include gift cards, vouchers, free trials, or online courses.

Sponsor provides custom eblast text and logo and include link to the electronic gift – SOAP will send eblast to all registered participants

VIRTUAL CHALLENGE/ WELLNESS SESSION

\$3,000 (Exclusive)

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles. Connect with participants in a fun and innovative way.

Sponsor logo showcased in email communications and online

Sponsor can suggest the wellness session type (yoga, chair aerobics, meditation, etc.)

1 full registration to SOAP Virtual Annual Meeting

VIRTUAL SPONSOR PROFILE

All sponsor packages include the Virtual Sponsor Profile feature, a dedicated page that allows sponsors to engage with attendees on a personal level. With the virtual element, you can post products, exclusive offers and your sales team can even stream live! All virtual sponsor profiles will be available at any time during the meeting.

- **Company Description**

Upload a description of your company and logo to your virtual sponsor profile

- **Live Streaming**

Connect your Zoom account with your sponsor page to livestream demos or other presentations. Attendees can interact via the chat channel dedicated to your company.

- **Document & Video Upload**

Ability to upload materials and video to your virtual sponsor profile

- **Social Links**

Include links to your social media for attendees to stay connected and up to date with your company

- **Offer Link**

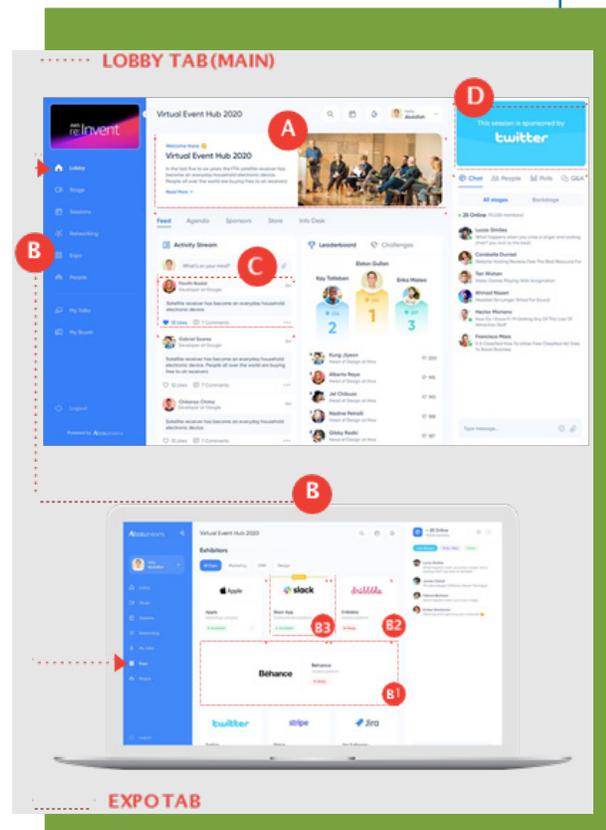
Offer special incentive or reward to attendees that visit your virtual sponsor profile

- **Exhibitor Analytics**

Receive analytical information post meeting about:

- Attendee impression tracking (who visited your profile)
- “Drop your name card” button so attendees can contact you for additional information
- Dynamic lead retrieval with the ability to export reports and save additional contacts in the system

SOAP will be hosting its annual event on the Accelevents platform!



- A - Main banner
- B1 – Large “double booth”
- B2 – Small “standard booth”
- B3 – Premium “upgrade”
- C – Activity stream
- D - Rotating banner

Set your Virtual Sponsor Profile apart by adding the feature below:

- **Live Video Chat - \$99**

Host your own video chat with attendees. Available throughout the entire days of the meeting as an additional upgrade to your sponsorship package.

**available for all levels of support*

Become a SOAP 2021 Annual Meeting Supporter

To learn more about these and other opportunities, please contact Delphine Tanner at sponsors@soap.org